

DOCKET FILE COPY ORIGINAL

**Murray**  
**MURRAY STATE UNIVERSITY**  
Office of the President  
218 Wells Hall  
Murray, KY 42071-3318  
Phone (270) 762-3763 Fax (270) 762-3413

RECEIVED & INSPECTED

JUN 16 2004

FCC - MAILROOM

June 14, 2004

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
9300 East Hampton Drive  
Capitol Heights, MD 20743

RE: MM Docket No. 99-325

Dear Ms. Dortch:

HD Radio and supplemental audio channel capacity will improve the public service of WKMS-FM, Murray, KY, to the Murray State University region, which broadcasts public radio to about 25,000 listeners weekly. WKMS is categorized a rural, sole-provider by the Corporation for Public Broadcasting. The WKMS signal covers about 30 counties in western Kentucky, southern Illinois, and northwestern Tennessee.

This technology is the only way WKMS will be able to provide programs to specific audiences that currently are not served. Upon adoption of the supplemental audio channel, WKMS would offer two distinct streams of programs, one aimed at the music listener, the other at the news-information listener. Research shows that these are two different groups of listeners whose access to what they expect is limited by stations such as ours attempting to block program a variety of content.

WKMS-FM currently broadcasts concerts of the Paducah Symphony Orchestra, for example, to a classical audience who has no other over the air source for this programming. We would expand our classical music programming, which has been diminished in the years since 9-11 due to the pressing need for more information programming. This would also allow us to program more concerts from the outstanding performances on our campus, opening a world of experiences for our students and their parents.

Not only do we see the supplemental audio channel as the only way to meet this demand, it is also tremendously cost effective compared to the difficulty and cost associated with acquiring additional frequencies. The resource savings that digital audio multiplexing will afford can be directed into programming that expands services.

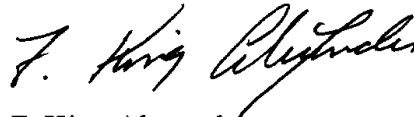
No. of Copies rec'd 0+4  
List ABCDE

Ms. Marlene H. Dortch  
June 14, 2004  
Page 2

Current analog radio technology limits our station to providing only one programming service to our community. Digital broadcasting, with multicasting capabilities, will enable our station to use existing programs in expanded fashion and to develop new, more varied and diverse programming formats whose appeal may be more targeted and defined.

Public radio stations like WKMS-FM share a mission to serve the public's educational needs and have a proven track record of successfully doing so. Public radio counts on the FCC to fully protect our ability to serve that programming mission. Public radio stations also need to generate revenue to fund our activities. The potential use of the supplemental audio channel technology will strengthen our ability to continue to serve the public better into the future.

Sincerely,

A handwritten signature in black ink, appearing to read "F. King Alexander". The signature is fluid and cursive, with the first name "F." and last name "Alexander" clearly distinguishable.

F. King Alexander  
President